

YouGov Survey Results

Sample Size: 1880

Fieldwork:

P100Q1. Do you plan on switching to a different network?

	Network operator									iPhone type				Status			
	3	O2	Orange	T-Mobile	Virgin Mobile	Vodafone	Tesco Mobile	Other network	Original	3G	3GS	iPhone 4	Contract	PAYG	SIM only	Rolling	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)
Base	1880	98	550	550	91	1	519	67	2	41	452	1023	364	1652	104	96	18
No	1136	53	322	333	50	-	341	33	2	30	277	604	225	1004	65	51	9
	60%	54%	59%	61%	55%	-	66%	49%	100%	73%	61%	59%	62%	61%	63%	53%	50%
		*			*	**	BCEH	*	**	*				*	*	*	**
Yes	224	9	68	80	13	-	47	7	-	3	57	129	35	193	14	11	4
	12%	9%	12%	15%	14%	-	9%	10%	-	7%	13%	13%	10%	12%	13%	11%	22%
		*		G	*	**		*	**	*				*	*	*	**
No, but I plan on switching to SIM only	24	3	9	1	3	-	5	3	-	-	7	12	5	20	3	1	-
	1%	3%	2%	0%	3%	-	1%	4%	-	-	2%	1%	1%	1%	3%	1%	-
		D*	D	D*	**		DG*	**	**	*				*	*	*	**
No, but I plan on switching to PAYG from contract	15	-	5	5	2	-	1	2	-	-	6	7	2	15	-	-	-
	1%	-	1%	1%	2%	-	0%	3%	-	-	1%	1%	1%	1%	-	-	-
		*			G*	**		G*	**	*				*	*	*	**
No, but I plan on switching to contract from PAYG	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	*	-	-	*	**	-	*	**	*	-	-	-	-	-	-	**
Other	11	-	2	3	-	-	6	-	-	-	-	9	2	9	1	1	-
	1%	-	0%	1%	-	-	1%	-	-	-	-	1%	1%	1%	1%	1%	-
		*			*	**	*	*	**	*		K		*	*	*	**
Don't know	470	33	144	128	23	1	119	22	-	8	105	262	95	411	21	32	5
	25%	34%	26%	23%	25%	100%	23%	33%	-	20%	23%	26%	26%	25%	20%	33%	28%
		DG*			*	**		*	**	*				*	O*	*	**

YouGov Survey Results

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Fieldwork:

P106Q1. And which network is your next one likely to be?

	Network operator								iPhone type				Status				
	Total (A)	3 (B)	O2 (C)	Orange (D)	T-Mobile (E)	Virgin Mobile (F)	Vodafone (G)	Tesco Mobile (H)	Other network (I)	Original (J)	3G (K)	3GS (L)	iPhone 4 (M)	Contract (N)	PAYG (O)	SIM only (P)	Rolling (Q)
Base	224	9	68	80	13	-	47	7	-	3	57	129	35	193	14	11	4
Vodafone	49 22%	1 11%	25 37%	18 23%	3 23%	-	-	2 29%	-	-	14 25%	27 21%	8 23%	43 22%	3 21%	1 9%	2 50%
O2	44 20%	2 22%	-	19 24%	2 15%	-	21 45%	-	-	1 33%	9 16%	26 20%	8 23%	37 19%	5 36%	1 9%	1 25%
Orange	15 7%	1 11%	8 12%	-	2 15%	-	4 9%	-	-	-	7 12%	8 6%	-	13 7%	1 7%	1 9%	-
3	13 6%	-	9 13%	4 5%	-	-	-	-	-	-	3 5%	8 6%	2 6%	11 6%	-	2 18%	-
T-Mobile	8 4%	-	1 1%	2 3%	-	-	5 11%	-	-	-	4 7%	2 2%	2 6%	7 4%	1 7%	-	-
Tesco Mobile	6 3%	1 11%	2 3%	2 3%	1 8%	-	-	-	-	1 33%	1 2%	3 2%	1 3%	4 2%	-	1 9%	1 25%
Virgin Mobile	3 1%	-	1 1%	-	-	-	2 29%	-	-	-	-	1 1%	2 6%	3 2%	-	-	-
Other network	3 1%	-	-	1 1%	-	-	2 4%	-	-	-	1 2%	2 2%	-	2 1%	1 7%	-	-
Don't know	83 37%	4 44%	22 32%	34 43%	5 38%	-	15 32%	3 43%	-	1 33%	18 32%	52 40%	12 34%	73 38%	3 21%	5 45%	-

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Total (A)	Network operator								iPhone type				Status			
	3 (B)	O2 (C)	Orange (D)	T-Mobile (E)	Virgin Mobile (F)	Vodafone (G)	Tesco Mobile (H)	Other network (I)	Original (J)	3G (K)	3GS (L)	iPhone 4 (M)	Contract (N)	PAYG (O)	SIM only (P)	Rolling (Q)

P110Q1. Which of the following best describes the reason why you plan on switching from \$P30Q1 network to \$P106Q1?

Base	224	9	68	80	13	-	47	7	-	3	57	129	35	193	14	11	4
I am disappointed with the \$P30Q1 network	122 54%	7 78%	31 46%	46 58%	8 62%	-	27 57%	3 43%	-	-	28 49%	70 54%	24 69%	108 56%	5 36%	8 73%	-
I can get better network coverage with \$P106Q1	122 54%	2 22%	40 59%	48 60%	4 31%	-	27 57%	1 14%	-	2 67%	30 53%	74 57%	16 46%	111 58%	7 50%	1 9%	3 75%
Better connections than current operator	79 35%	3 33%	20 29%	37 46%	4 31%	-	14 30%	1 14%	-	-	22 39%	47 36%	10 29%	72 37%	3 21%	2 18%	2 50%
More reliable service than current operator	78 35%	2 22%	19 28%	31 39%	5 38%	-	19 40%	2 29%	-	-	20 35%	45 35%	13 37%	65 34%	8 57%	3 27%	2 50%
Cheaper tariffs/usage than current operator	62 28%	3 33%	18 26%	23 29%	3 23%	-	13 28%	2 29%	-	2 67%	20 35%	31 24%	9 26%	52 27%	3 21%	4 36%	2 50%
I've been with this operator before and prefer them to \$P30Q1	52 23%	2 22%	17 25%	20 25%	1 8%	-	9 19%	3 43%	-	-	16 28%	26 20%	10 29%	45 23%	4 29%	1 9%	2 50%
Better customer service/technical support than current operator	38 17%	3 33%	8 12%	10 13%	1 8%	-	14 30%	2 29%	-	-	11 19%	19 15%	8 23%	33 17%	3 21%	2 18%	-
The handsets available from this network operator	6 3%	1 11%	2 3%	2 3%	-	-	-	1 14%	-	-	2 4%	3 2%	1 3%	5 3%	-	-	1 25%
Other	9 4%	1 11%	4 6%	2 3%	1 8%	-	1 2%	-	-	-	2 4%	7 5%	-	8 4%	-	1 9%	-
None of these	2 1%	-	1 1%	-	-	-	1 2%	-	-	-	2 4%	-	-	1 1%	1 7%	-	-
Don't know	4 2%	1 11%	-	2 3%	-	-	1 2%	-	-	-	2 4%	2 2%	-	3 2%	1 7%	-	-